

## Create and Design Visual Presentation to Promote Thai Cuisine

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**Abstract :** This research aims to study how to design and create the media to promote Thai cuisine. The study used qualitative research methods by using in-depth interview 3 key informants who have experienced in the production of food or cooking shows in television programs with an aspect of acknowledging Thai foods. The results showed that visual presentation is divided into four categories. First, the light meals should be presented in details via the close-up camera with lighting to make the food look more delicious. Then the curry presentation should be arranged a clear and crisp light focus on a colorful curry paste. Besides the vision of hot steam floating from the plate and a view of curry spread on steamed rice can call great attentions. Third, delivering good appearances of the fried or spicy foods, the images must allow the audiences to see the shine of the coat covering the texture of the food and the colorful of the ingredients. Fourth, the presentation of sweets is recommended to focus on details of food design, composition, and layout.

**Keywords :** media production, television, promote, Thai cuisine

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